

BIBLE SALES FALLING OFF

November 8, 1996 (David Cloud, Fundamental Baptist Information Service, P.O. Box 610368, Port Huron, MI 48061, 866-295-4143, fbns@wayoflife.org) -

According to reports in the Religious News Service and the New York Times, Bible sales in the United States have fallen off significantly in 1996. An estimated \$200 million are spent on Bibles annually. This June, though, Bible sales were down 48% compared with the same month in 1995. Sales are down roughly 10% for the year overall. Thomas Nelson Publishers reported a loss of almost \$1.4 million in its fiscal quarter which ended in June.

Publishers have made huge amounts of money on the multiplicity of modern English versions, but Hargis Thomas, sales and marketing director at Oxford University Press, stated, "I think that we've reached saturation point." Three new versions have been introduced already in 1996, but sales have been poor compared with sales of new releases of earlier versions.